

# **EXHIBIT 63**

## **REDACTED**

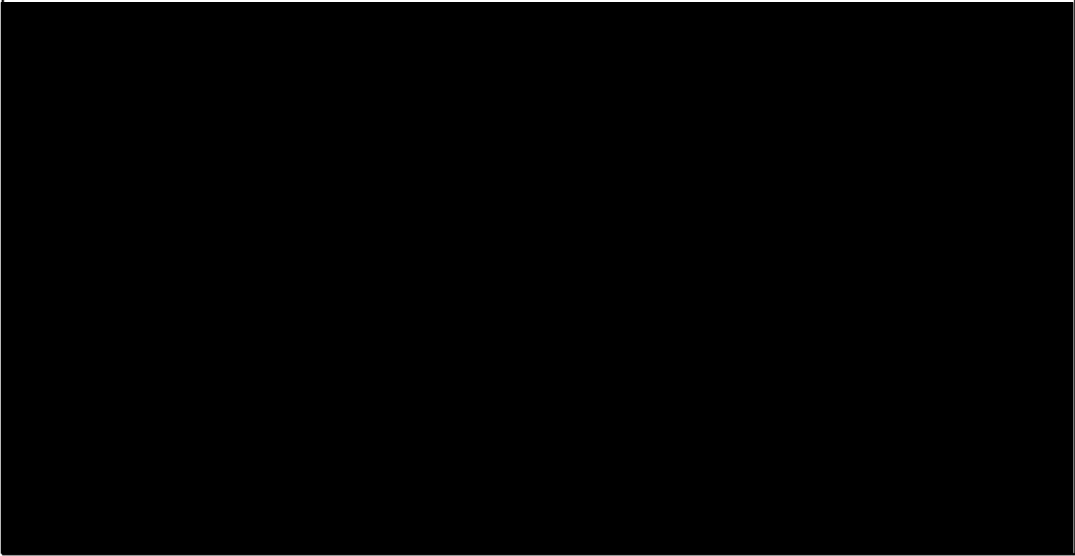


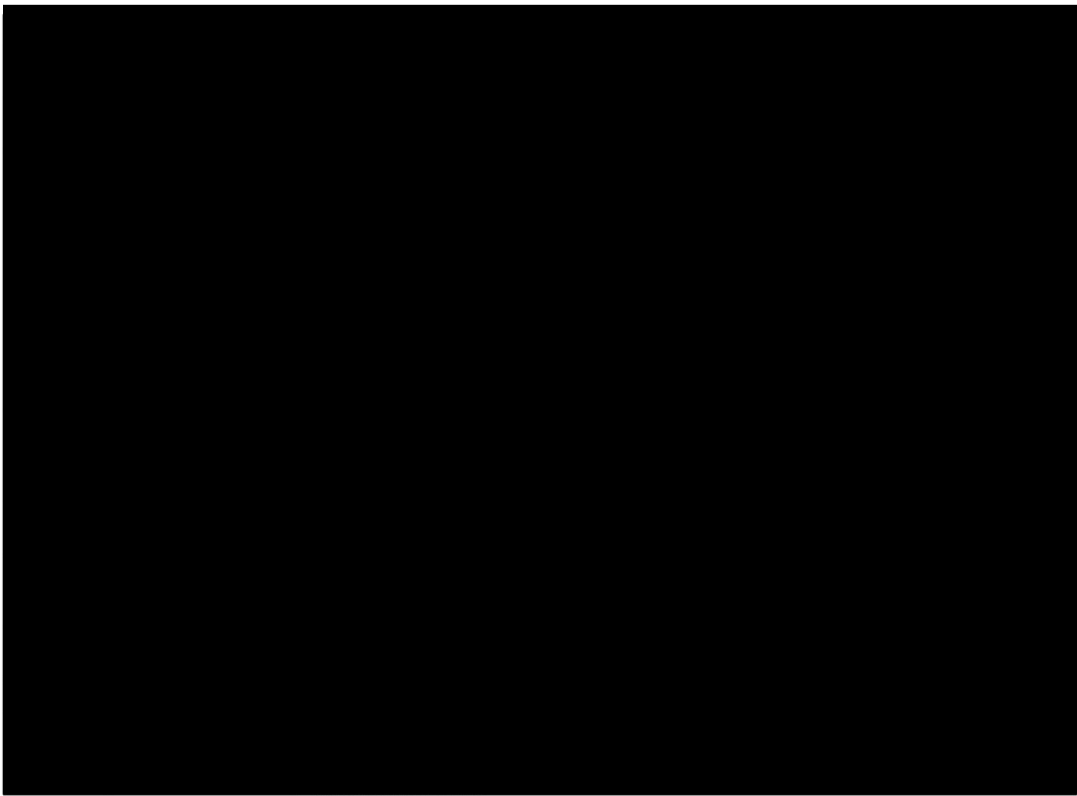
## PRD/Strat review: Network health

**Presenters:** [REDACTED]

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Significant growth in "controversial" exception requests;  
primarily due to unoptimized HB setups





We expect further growth in controversial exception requests



ESCALATION & EXCEPTION HANDLING

[Limits today](#)

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# Objectives

The network health problem and the team

Context: The challenge of "Controversial" limit exception resprests

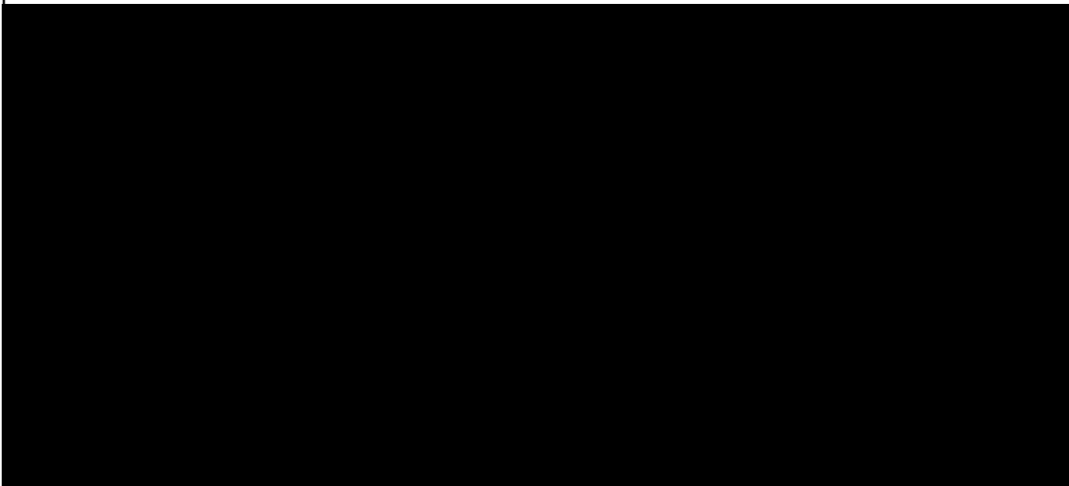
**Decision: Can we better manage "Controversial" requests for limit exceptions**

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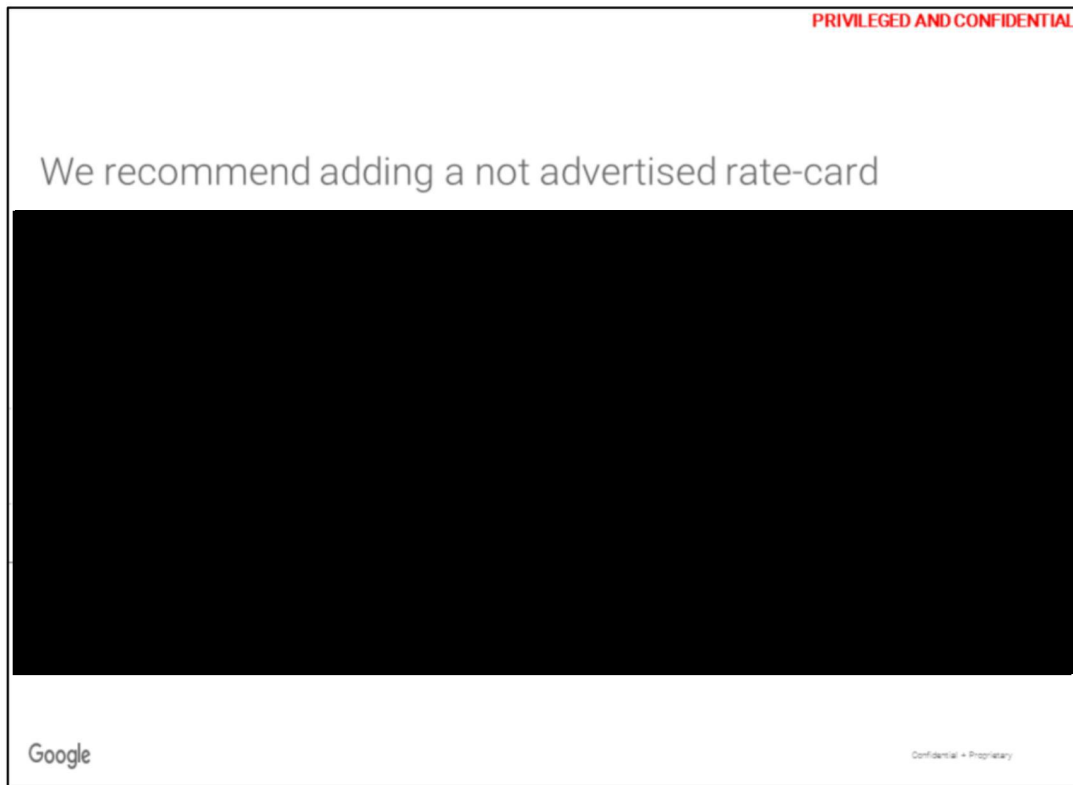
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Options to better handle ALI extension requests



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Decision was made to review via ultraprio



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## Other considerations

- **Future controversial requests:**

- Additional rate-cards will fit into the same process but will need to be approved case-by-case

- **Contracting:**

- Requires unified terms DFP/AdX terms so application of rate-cards will be delayed until mid year
- Publishers can be warned that it is coming and make the decision knowing price updates will be applied mid year.

- **Commercialization:**

- No commercialization of new pricing flexibility
- ALI enforcement will require extensive commercialization and runway for publishers to make changes but pricing changes

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## APPENDIX

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